

Appendix A

TEXT TEMPLATE

```
<!suspend_auto_output>
5  <!load_module path=/s/ehtml/tags.so>
<!load_module path=/s/ehtml/basic.so>
<!load_module path=/s/ehtml/control.so>
<!load_module path=/s/ehtml/function.so>
<!load_module path=/s/ehtml/web.so>
10 <!load_module path=/s/ehtml/dbmysql.so>
<!load_module path=/s/ehtml/bdogmisc.so>
<!load_module path=/s/ehtml/sem.so>
<!load_module path=/s/ehtml/date.so>
<!sem_op key=qmdb op=-1>
15 <if cond=<!not_equal left=<!dbopen name=bargains host=192.168.0.100>
      right=>><!template_defer></if>
<!resume_auto_output>From: BargainDog <comments@bargaindog.com>
To: <!var name=template_key>
Subject: Bargains from BargainDog!
20 <!suspend_auto_output>

<!-- Basic User Info -->
<!dbselect query='select id, first_name, len,
25           DATE_FORMAT(DATE_SUB(''<!var name=day>'', INTERVAL <!var
name=interval>
DAY), ''%Y%m%d''),
                  DATE_FORMAT(''<!var name=day>'', ''%M %d, %Y'')
from users where email =
      <!dbliteral value=<!var name=template_key>>'>
30 <!var name=uid value=<!dbfield num=1>>
<!var name=first_name value=<!dbfield num=2>>
<!var name=len value=<!dbfield num=3>>
<!var name=startday value=<!dbfield num=4>>
35 <!var name=nice_date value=<!dbfield num=5>>
</!dbselect>

<!-- The Query -->
40 <!var name=qry value='select bargain_cat.id,
      substring(min(concat((bargains.cat_id <> bargain_cat.cat),
                           bargain_cat.cat)), 2),
      min((bargains.cat_id <> bargain_cat.cat)) as pri,
45      count(*) as cnt, bargains.quality
      from bargains straight_join bargain_cat straight_join user_cat
      where
          bargains.id = bargain_cat.id
      and bargain_cat.cat = user_cat.cat
      and user_cat.id = <!var name=uid>
      and bargains.start_date >= <!var name=startday>
      and bargains.start_date < <!var name=day>
      and bargains.cat_id > 0
50
      and ((bargain_cat.bits1 = 0) or
            (user_cat.bits1 & bargain_cat.bits1))'
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```
      and ((bargain_cat.bits2 = 0) or
            (user_cat.bits2 & bargain_cat.bits2))
      and ((bargain_cat.bits3 = 0) or
            (user_cat.bits3 & bargain_cat.bits3))

5       group by bargain_cat.id
          order by bargains.quality DESC, cnt DESC, bargains.id DESC'>

10      <!resume_auto_output><if_else
cond=<!equal left=<!var name=first_name>
right="">>>Your</else><!possess_word word=<!var name=first_name>></if_else>
BargainDog Newsletter - <!var name=nice_date>

-----
15      Top Bargains
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20      <!suspend_auto_output>

25      <!var name=list value="">
<!var name=c value=0>

30      <!dbselect var=r query='<!var name=qry> limit <!var name=len>'>
<!if_else cond=<!less left=<!var name=c> right=3>>
<!var name=c value=<!plus <!var name=c> 1>>
<!dbselect query='select bargains.name, short_txt, merchants.name,
IF(strike<>\'0.00\' ,
concat('Originally $', strike, ''),
\'),'
35      IF(price<>\'0.00\', concat('$', price), 'Free!'),
bargains.id
from bargains, merchants where
bargains.id = <!dbfield num=1>
and bargains.mer_id = merchants.id'
40      ><!resume_auto_output><!dbfield num=1> - <!dbfield num=5> <!dbfield num=4>
<!dbfield num=2>
Merchant: <!dbfield num=3>
45      http://www.bargaindog.com/prod/?id=<!dbfield num=6>&uid=<!var name=uid>

50      <!suspend_auto_output></dbselect>
</if_else>
<!dbselect query='select bargains.name, short_txt, merchants.name,
IF(strike<>\'0.00\' ,
concat('Originally $', strike, ''),
\'),'
55      IF(price<>\'0.00\', concat('$', price), 'Free!'),
bargains.id, <!dbfield num=2>
from bargains, merchants where
bargains.id = <!dbfield num=1>
and bargains.mer_id = merchants.id'>
<if cond=<!equal left=" right=<!var name=cat<!dbfield num=7>>>>
<!dbselect query='select name_full, id from categories where
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id = <!dbfield num=7>'>

<!var name=cat<!dbfield num=2> value='
5   <!html_decode string='<!dbfield num=1>'>
-----
'>

<!var name=list value='<!var name=list><\!var name=cat<!dbfield num=2>>'>
10
</!dbselect>
</!if>

<!var name=cat<!dbfield num=7> value='<!var name=cat<!dbfield num=7>>
15   <!dbfield num=1> - <!dbfield num=5> <!dbfield num=4>
<!dbfield num=2>
Merchant: <!dbfield num=3>
http://www.bargaindog.com/prod/?id=<!dbfield num=6>&uid=<!var name=uid>
'>
20
</!dbselect>
</!if_else>

</!dbselect>
25
<if cond=<!equal left=<!var name=r> right=0>><!template_fail></if>

<resume_auto_output><!dbselect query='select id, copy from
newsads where run_date = <!var name=day> and format = 0'
30   >_____
ADVERTISEMENT:
<!var name=ad value=<!dbfield num=2>><!call name=ad>
35   </!dbselect><!sem_op key=qmdb op=1><!dbclose><if cond=<!greater left=<!var
name=r> right=3>>
More Bargains From BargainDog:
<!call name=list></if>

40   _____
Subscription Information
_____
You are subscribed to this newsletter as "<!var name=template_key>".
45
To change your preferences, customize your category selections,
or unsubscribe from the newsletter, please go to
http://www.bargaindog.com/members/
50
_____
Disclaimer
_____
55
This e-mail is meant for informational purposes only, and is not a guarantee
that the products listed may be purchased at the above prices. Bargain
Dog, its affiliated and non-affiliated merchants make no promises or
guarantees about the price, quality or availability of products it lists in
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this service. For a full description of Bargain Dog's terms and conditions, go to:
<http://www.bargaindog.com/static/terms.ehtml>

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